



STAFF REPORT

DATE: June 13, 2016

TO: The Honorable James Pendergraph, Mayor
Members of the City Council of the City of Wheatland

FROM: Brynda Stranix, District Director
Yuba-Sutter Economic Development District

SUBJECT: Yuba-Sutter Economic Development District
2016 Comprehensive Economic Development Strategy (CEDS)

BACKGROUND

This Comprehensive Economic Development Strategy (CEDS) is the result of a local planning process designed to guide the economic growth of the Yuba-Sutter region. The CEDS process helps create jobs, foster a more stable and diverse economy, and improve living conditions. It provides a mechanism for coordinating the efforts of individuals, organizations, local governments, and private industry concerned with economic development.

An annually updated CEDS is required to qualify for U.S. Department of Commerce, Economic Development Administration (EDA) assistance under its public works, economic adjustment, and most planning programs.

This document represents the goals and objectives of the Yuba-Sutter Economic Development District which is comprised of Yuba and Sutter counties and the cities of Marysville, Live Oak, and Wheatland.

DISCUSSION

The CEDS process is a continuing economic development planning process, developed with broad-based and diverse community participation. The CEDS document contains:

- An analysis of economic and community development problems and opportunities;
- An economic development background of the Yuba-Sutter district, with a discussion of the economy, including geography, population, labor force, resources and the environment;
- A section setting forth goals and objectives for taking advantage of the opportunities and solving the economic development problems based on a SWOT analysis conducted in March 2015 with the participation of all five jurisdictions and private sector business leaders; and,
- A plan of action, including suggested projects to implement objectives and goals set forth in the strategy.

The CEDS reflects the specific challenges and opportunities of the Yuba-Sutter Economic Development District and assesses the state of the regional economy, the opportunities and threats posed by external trends and forces and the availability of partners and resources for economic development. The community's vision and goals, together with an appraisal of the region's competitive advantages set the strategic direction of the action plan. The action plan establishes program priorities for implementation.

I would also like to point out that in this analysis, many of the goals and projects included in the final document are supported by all jurisdictions in the District. Those specific goals and projects are wastewater treatment facilities, regional flood control, and reconstruction of the 5th Street Bridge.

The CEDS Committee’s purpose is to formulate a regional economic strategy for the District. It incorporated direction from both Yuba and Sutter counties and the cities of Live Oak, Marysville and Wheatland.

The committee was comprised of community and business leaders representing a diverse cross section of the region and I would like to take this opportunity to mention them by name and thank them for their effort and devotion to this process. They are:

Kevin DeHoff	The Country Florist, Owner
Rachel Farrell	Harmony Health, CEO/PA-C
Renee Garcia	US Bank, Vice President
Adam Hansen	Caltrans District 3, Transportation Planner
Bob Harlan	Yuba-Sutter United Way, Executive Director
Kary Hauck	Sapphire Marketing Group, Owner/Partner
Lee Jones	The Harkey House, Owner/Operator
Suzanne Melim	Caltrans Office of Planning and Modal Programs, Chief
Steve Miller	Appeal-Democrat, Editor
Coleen Morehead	Sutter Buttes Regional Land Trust, Executive Director
Cynthia Roderick	YSEDC/YSEDD, Grant Research & Writing/Statistics
Rikki Shaffer	Chamber of Commerce, Executive Director, Yuba-Sutter Chamber of Commerce
Brynda Stranix	YSEDC/YSEDD, President/Chief Operating Officer
Claudia Street	Yuba-Sutter Farm Bureau, Executive Director
Jon Walz	Beale Air Force Base, Installation Support, Deputy Director

Each jurisdiction included in the District was also represented on the committee, those individuals are:

Jim Goodwin	City of Live Oak, City Manager
Kevin Mallen	Yuba County Community Development and Services Agency, Director
Walter Munchheimer	City of Marysville, City Manager
Al Sawyer	Sutter County, Assistant Director for Public Works
Greg Greeson	City of Wheatland, City Manager

I am happy to report that our community was well represented in the CEDS process by these individuals. We, as a community, can take special pride in knowing we have such dedicated citizens among us. It has been my distinct pleasure working with each of them.

The 2016 Comprehensive Economic Development Strategy is available at www.ysedc.org.

FISCAL IMPACT

We anticipate no fiscal impact as a result of this agenda item.

ACTION REQUESTED

Approve and adopt the 2016 Comprehensive Economic Development Strategy report and authorize its submittal to the United States Department of Commerce, Economic Development Administration as set out in the resolution before you.